

Abstract

Diploma thesis *Transformation of Visual Image of American Presidential Election in Magazines Time and Newsweek* concentrates on visual depiction of topics related to the American presidential campaigns in newsweeklies between the years of 1992 and 2012. The first part of the thesis describes the development of modern political communication, political marketing and political campaigns. The following chapter is devoted to characterization of analyzed periodicals and to the current status of newsweeklies on the media market. The state of newsweeklies in the digital era is described by an example of the Newsweek magazine's current history and present. The American election system is briefly described in the end of the theoretical part of the thesis. A detailed research of visual materials dedicated to the American presidential campaigns in the Time and Newsweek magazines is carried out by the means of qualitative analysis in the practical part of the thesis. The conclusion of the thesis evaluates the evolution of these materials between the years of 1992 and 2012 in the context of the development of the political communication and the current state of the media landscape.